

CLAIM AMENDMENTS

1. (Currently Amended) A display apparatus comprising a flexible ~~and malleable~~ display member capable of being shaped or molded by the application of hand pressure to a shape which is retained until the shape is again altered by hand pressure, said display member comprising a flexible electronic pixel array and a control unit provided at one end of the display member, the display member being in the form of a strip of a size suitable to be positioned around a limb of a user.

2. (Cancelled)

3. (Currently Amended) A display apparatus according to claim 1, in which the ~~malleable~~ display member is sufficiently stiff as to retain its shape without the need for a latch or other retainer.

4. (Cancelled)

5. (Previously Presented) A display apparatus according to claim 1, in which the display member comprises an electro-luminescent, organic light emitting diode, light emitting polymer, or organic liquid crystal display bonded to a malleable strip.

6. (Previously Presented) A display apparatus according to claim 5, in which the display member comprises a rubber backing, a strip of thin steel forming said malleable strip, said electro-luminescent, organic light emitting diode, light emitting polymer, or organic liquid crystal display, a filter layer, and an anti-moisture covering.

7. (Previously Presented) A display apparatus according to claim 1, in which the

control unit is releasably secured to a distal portion of the display member.

8. (Previously Presented) A display apparatus according to claim 1, in which controls are provided on the display member or on the control unit.

9. (Previously Presented) A display apparatus according to claim 8, in which said controls are in the form of touch-sensitive areas.

10. (Previously Presented) A display apparatus according to claim 1, in which the control unit comprises a timing circuit and the display member is adapted to display time indicia, whereby the apparatus functions as a watch.

11. (Previously Presented) A display apparatus according to claim 1, in which the control unit comprises means for generating visual patterns on the display member, whereby the apparatus functions as an electronic bracelet.

12. (Previously Presented) A display apparatus according to claim 1, in which the display member is removably attached to the control unit, whereby the display member can be detached and replaced with an alternative design or size to suit the user.

13. (Previously Presented) A display apparatus according to claim 3, in which the display member comprises an electro-luminescent, organic light emitting diode, light emitting polymer, or organic liquid crystal display bonded to a malleable strip.

14. (Previously Presented) A display apparatus according to claim 4, in which the display member comprises an electro-luminescent display, organic light emitting diode, light

emitting polymer, or organic liquid crystal bonded to a malleable strip.

15.-17. (Cancelled)

18. (Previously Presented) A display apparatus according to claim 7, in which the control unit comprises a timing circuit and the display member is adapted to display time indicia, whereby the apparatus functions as a watch.

19. (Previously Presented) A display apparatus according to claim 7, in which the control unit comprises means for generating visual patterns on the display member, whereby the apparatus functions as an electronic bracelet.

20. (Previously Presented) A display apparatus according to claim 7, in which the display member is removably attached to the control unit, whereby the display member can be detached and replaced with an alternative design or size to suit the individual.

21.-22. (Cancelled)

23. (Currently Amended) A display apparatus according to claim ~~[[22]]~~ 37, in which the ~~malleable~~ display member is sufficiently stiff as to retain its shape without the need for a latch or other retainer.

24. (Cancelled)

25. (Currently Amended) A display apparatus according to claim ~~[[21]]~~ 37, in which the display member comprises an electro-luminescent, organic light emitting diode, light

emitting polymer, or organic liquid crystal display bonded to a malleable strip.

26. (Previously Presented) A display apparatus according to claim 25, in which the display member comprises a rubber backing, a strip of thin steel forming said malleable strip, said electro-luminescent, organic light emitting diode, light emitting polymer, or organic liquid crystal display, a filter layer, and an anti-moisture covering.

27. (Currently Amended) A display apparatus according to claim ~~[[21]]~~ 37, in which the control unit is releasably secured to a distal portion of the display member.

28. (Currently Amended) A display apparatus according to claim ~~[[21]]~~ 37, in which controls are provided on the display member or on the control unit.

29. (Currently Amended) A display apparatus according to claim ~~[[21]]~~ 37, in which said controls are in the form of touch-sensitive areas.

30. (Currently Amended) A display apparatus according to claim ~~[[21]]~~ 37, in which the control unit comprises a timing circuit and the display member is adapted to display time indicia, whereby the apparatus functions as a watch.

31. (Currently Amended) A display apparatus according to claim ~~[[21]]~~ 37, in which the control unit comprises means for generating visual patterns on the display member, whereby the apparatus functions as an electronic bracelet.

32. (Currently Amended) A display apparatus according to claim ~~[[21]]~~ 37, in which the display member is removably attached to the control unit, whereby the display member

can be detached and replaced with an alternative design or size to suit the user.

33. (Cancelled)

34. (Currently Amended) A display apparatus according to claim [[21]] 37, further including a sound sensor.

35. (Cancelled)

36. (Previously Presented) A display apparatus according to claim 1, further including a sound sensor.

37. (Currently Amended) A display apparatus comprising a flexible ~~and malleable~~ display member capable of being shaped or molded by the application of hand pressure to a shape which is retained until the shape is again altered by hand pressure, said display member comprising a flexible electronic pixel array and a control unit, the display member being in the form of a strip of a size suitable to be positioned around a limb of a user.

38. (Cancelled)